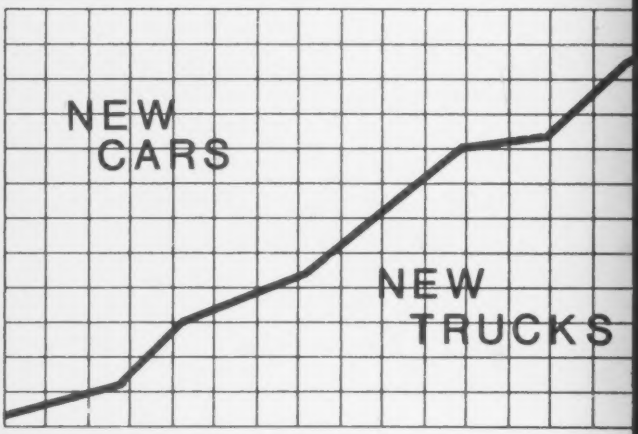
C7715-3 A

NOVEMBER
1990

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	13110	12609	103.97	1.92	1.89
LEBARON	5454	5497	99.22	.80	.82
NEW YORKER	5893	5538	106.41	.86	.83
5TH AVE	14	250	5.60	-	.04
IMPERIAL	1577	643	245.26	.23	.10
DODGE	31241	30730	101.66	4.57	4.59
DAYTONA	2204	3117	70.71	.32	.47
SHADOW	5523	6116	90.30	.81	.92
SPIRIT	8919	7421	120.19	1.31	1.11
DYNASTY	10422	7462	139.67	1.52	1.10
PLYMOUTH	21318	22372	95.29	3.12	3.35
HORIZON	183	2075	8.82	.03	.31
SUNDANCE	5537	5402	102.50	.81	.81
ACCLAIM	11184	8980	124.54	1.63	1.34
LASER	2535	1789	141.70	.37	.27
EAGLE	3531	3993	88.43	.52	.60
PREMIER	571	1454	39.27	.08	.22
TALON	2141	1420	150.77	.32	.21
CHRYSLER CORP.	69200	69704	99.28	10.13	10.43
FORD	101275	93472	108.35	14.84	13.99
ESCORT	25632	21839	117.37	3.76	3.26
PROBE	3536	8184	43.94	.53	1.23
MUSTANG	10371	8584	120.82	1.52	1.28
TEMPO	14683	15867	92.54	2.15	2.38
TAURUS	23304	21704	107.37	3.41	3.25
CROWN VICTORIA	11542	5554	207.81	1.69	.83
THUNDERBIRD	8787	7269	120.88	1.29	1.09
LINCOLN	17037	15851	107.48	2.49	2.37
MERCURY	29871	26593	112.33	4.37	3.98
TRACER	4384	3864	113.46	.64	.58
TOPAZ	3928	4824	81.43	.58	.72
SABLE	7817	6062	128.95	1.14	.91
COUGAR	4741	5480	86.51	.69	.82
GRAND MARQUIS	7720	6363	121.33	1.13	.95
FORD MOTOR CO.	148380	136310	108.85	21.73	20.40
BUICK	43800	36331	120.56	6.41	5.44
SKYLARK	6695	4412	151.75	.98	.66
CENTURY	8480	9161	92.57	1.24	1.37
REGAL	8533	4260	200.31	1.25	.64
LESABRE	10793	10570	102.11	1.58	1.58
ROADMASTER	1	-	-	-	-
PARK AVE	7314	5227	139.93	1.07	.78
RIVIERA	1412	1410	100.14	.21	.21
REATTA	563	777	72.46	.08	.12
CADILLAC	21450	19651	109.15	3.14	2.94
ALLANTE	275	254	108.27	.04	.04
ELDORADO	1527	1880	81.22	.22	.28
SEVILLE	1876	1585	118.36	.28	.24
CHEVROLET	88502	88124	100.43	12.96	13.19
PRIZM	6278	9402	66.77	.92	1.41
CAVALIER	24483	21314	114.87	3.58	3.19
LUMINA	14583	16621	87.74	2.14	2.49
CORSICA	10696	9159	116.78	1.57	1.37
BERETTA	4805	6510	73.81	.70	.97
CAMARO	4220	4697	89.84	.62	.70
CORVETTE	1379	1574	87.61	.20	.24
CAPRICE	7392	8068	91.62	1.08	1.21
OLDSMOBILE	36517	36530	99.96	5.35	5.47
CALAIS	7655	6462	118.46	1.12	.97
CUTLASS CIERA	8522	9433	90.34	1.25	1.41
CUTLASS SUPRM	9883	7300	135.38	1.44	1.09
TORONADO	998	977	102.15	.15	.15
PONTIAC	42526	43956	96.75	6.23	6.58
SUNBIRD	10184	9206	110.62	1.49	1.38
GRAND AM	11189	13414	83.41	1.65	2.00
6000	3211	3782	84.90	.47	.57
BONNEVILLE	5636	5707	98.76	.83	.85
FIREBIRD	2079	2451	84.82	.30	.37
GRAND PRIX	8295	7671	108.13	1.21	1.15
SATURN	26	-	-	.04	-
GEN. MTRS. CORP	233070	224504	103.77	34.13	33.62
MISC. DOMESTIC	5	54	14.71	-	.01
OTHER IMPORT	232231	237401	97.82	34.01	35.54
U. S. TOTAL	682888	668053	102.22		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	153489	178085	86.19	1.99	2.10	203352
LEBARON	76019	81954	92.76	.99	.96	92708
NEW YORKER	63742	71874	81.85	.82	.92	89264
5TH AVE	624	11535	5.41	.01	.14	11973
IMPERIAL	9405	87	-	.12	-	1467
DODGE	285964	395315	72.34	3.69	4.66	454993
DAYTONA	29903	60999	49.02	.39	.72	66719
SHADOW	57789	70923	81.48	.75	.84	83575
SPIRIT	73655	57382	128.36	.95	.68	71008
DYNASTY	80255	95977	83.62	1.03	1.12	111911
PLYMOUTH	203691	262551	77.58	2.64	3.09	304911
HORIZON	12387	36224	34.20	.16	.43	39894
SUNDANCE	51050	75176	67.91	.66	.88	85907
ACCLAIM	85245	70232	121.38	1.10	.83	86864
LASER	34403	14857	231.56	.45	.17	18839
EAGLE	50248	62865	79.93	.65	.74	70897
PREMIER	15869	38200	41.54	.21	.45	40983
TALON	22633	2837	797.78	.29	.03	5909
CHRYSLER CORP.	693394	898816	77.15	8.97	10.58	1034153
FORD	1094733	1335617	81.96	14.17	15.73	1528647
ESCORT	236450	301278	78.48	3.06	3.55	344260
PROBE	93427	119801	78.64	1.21	1.40	135545
MUSTANG	104597	147194	71.06	1.35	1.73	164364
TEMPO	181871	201658	90.19	2.35	2.37	234595
TAURUS	254292	304144	83.61	3.30	3.59	351036
CROWN VICTORIA	93470	95203	98.18	1.21	1.12	108393
THUNDERBIRD	93306	106728	78.62	1.09	1.26	120801
LINCOLN	137170	163070	114.78	2.42	1.92	197971
MERCURY	324602	412457	78.70	4.20	4.86	468165
TRACER	24441	51506	47.45	.32	.61	58641
TOPAZ	62654	75757	82.70	.81	.89	86449
SABLE	79584	98951	80.43	1.03	1.16	112277
COUGAR	64470	88151	73.14	.83	1.04	99117
GRAND MARQUIS	88885	98092	90.61	1.15	1.16	111681
FORD MOTOR CO.	1610340	1921255	83.82	20.84	22.63	2205598
BUICK	445383	473306	94.10	5.76	5.57	550060
SKYLARK	75870	53565	141.64	.98	.63	63768
CENTURY	96226	115137	83.58	1.25	1.36	135842
REGAL	69615	70514	98.73	.90	.83	79315
LESABRE	132123	123513	106.97	1.71	1.45	144828
ROADMASTER	2	-	-	-	-	-
PARK AVE	47401	71067	66.70	.61	.84	81640
RIVIERA	18056	16432	109.88	.23	.19	19319
REATTA	5242	6531	80.26	.07	.08	7929
CADILLAC	211661	228425	92.65	2.74	2.69	271297
ALLANTE	2499	2557	97.73	.03	.03	3112
ELDORADO	19624	26645	73.65	.25	.31	30505
SEVILLE	27761	19335	143.58	.37	.23	23630
CHEVROLET	1138770	1170443	97.29	14.75	13.79	1354854
PRIZM	90851	5102	178.09	1.18	.60	70478
CAVALIER	242797	257218	94.39	3.16	3.03	302380
LUMINA	184916	67234	275.03	2.39	.79	101648
CORSICA	143674	170183	84.42	1.86	2.00	190467
BERETTA	86000	132385	64.96	1.11	1.56	145718
CAMARO	68655	89620	76.62	.89	1.06	98735
CORVETTE	17988	19503	92.23	.23	.23	22815
CAPRICE	131351	132108	99.43	1.70	1.56	147736
OLDSMOBILE	434386	536126	81.02	5.62	6.31	609706
CALAIS	8468	83410	101.52	.10	.98	96960
CUTLASS CIERA	116411	176455	65.98	1.51	2.07	194161
CUTLASS SUPRM	92327	86427	106.83	1.19	1.02	101593
TORONADO	12388	7463	165.99	.16	.09	9765
PONTIAC	539443	608100	88.71	6.98	7.16	695437
SUNBIRD	98033	85332	114.88	1.27	1.00	102658
GRAND AM	177244	181321	97.75	2.29	2.13	209629
6000	39905	61629	64.75	.52	.73	69459
BONNEVILLE	56557	77863	72.64	.73	.92	89399
FIREBIRD	34035	50785	67.02	.44	.60	55666
GRAND PRIX	99116	99346	99.77	1.28	1.17	114584
SATURN	60	-	-	-	-	-
GEN. MTRS. CORP	2769844	3016621	91.82	35.85	35.52	3481611
MISC. DOMESTIC	84	146	57.53	-	-	212
OTHER IMPORT	2654065	2654097	100.00	34.34	31.26	3131043
U.S. TOTAL	7727727	8490935	91.01			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	101930	26.75	1060263	1144513	92.64	25.94	26.36
CHRYSLER	227	.06	2380	949	250.79	.06	.02
DODGE	32450	8.52	395520	466305	84.82	9.68	10.74
FORD	107729	28.27	1194946	1253894	95.30	29.24	28.89
FREIGHTLINER	1649	.43	19909	21808	91.29	.49	.50
G.M.C.	27809	7.30	297329	318450	93.37	7.28	7.33
HINO	161	.04	1900	1827	104.00	.05	.04
ISUZU	9473	2.49	95703	87231	109.71	2.34	2.01
IVECO	238	.06	2195	1875	117.07	.05	.04
JEEP	15296	4.01	164458	213850	76.90	4.02	4.93
OSHKOSH	456	.12	3877	550	704.91	.09	.01
KENWORTH	1249	.33	13231	16472	80.32	.32	.38
MACK/MIDLINER	1107	.29	14561	22019	66.13	.36	.51
MERCEDES BENZ	98	.03	1397	1752	79.74	.03	.04
MITSUBISHI FUSO	234	.06	2687	2817	95.39	.07	.06
NAVISTAR	6002	1.58	58410	66860	87.36	1.43	1.54
OLDSMOBILE	2271	.60	20226	124	-	.49	-
PETERBILT	1036	.27	11471	15488	74.06	.28	.36
PLYMOUTH	11637	3.05	144610	156769	92.24	3.54	3.61
PONTIAC	2292	.60	23915	329	-	.59	.01
SCANIA	2	-	73	109	66.97	-	-
UD	176	.05	1889	1588	118.95	.05	.04
VOLVO	58	.02	690	1033	66.80	.02	.02
WESTERN STAR	72	.02	865	1253	69.03	.02	.03
WHITEGMC	1049	.28	11191	14262	78.47	.27	.33
OTHER IMPORTS	55802	14.65	538560	521224	103.33	13.18	12.00
MISC. DOMESTIC	476	.12	4334	8495	51.02	.11	.20
U. S. TOTAL	380979		4086650	4341846	94.12		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	628118	405481	13780	1486	102	6203	4832	261
CHRYSLER	2380	-	-	-	-	-	-	-
DODGE	294385	101135	-	-	-	-	-	-
FORD	650063	487227	-	20610	-	5249	21337	10454
FREIGHTLINER	-	-	-	-	-	-	-	19909
G.M.C.	142484	134518	1952	811	1538	4293	11307	426
HINO	-	-	231	-	379	519	771	-
ISUZU	86849	-	5941	550	337	1512	514	-
IVECO	-	-	1403	455	201	136	-	-
JEEP	164410	48	-	-	-	-	-	-
OSHKOSH	-	168	199	2278	652	262	4	314
KENWORTH	-	-	-	-	-	-	327	12904
MACK/MIDLINER	-	-	-	-	-	814	1407	12340
MERCEDES BENZ	-	-	-	-	-	470	927	-
MITSUBISHI FUSO	-	-	1907	-	526	218	436	-
NAVISTAR	-	-	-	60	96	9836	25421	22997
OLDSMOBILE	20226	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	285	11186
PLYMOUTH	144610	-	-	-	-	-	-	-
PONTIAC	23915	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	73
UD	-	-	558	-	673	320	338	-
VOLVO	-	-	-	-	-	-	642	48
WESTERN STAR	-	-	-	-	-	-	-	865
WHITEGMC	-	-	-	-	-	-	-	11191
OTHER IMPORTS	534666	3894	-	-	-	-	-	-
MISC. DOMESTIC	496	322	42	185	138	536	330	2345
TOTAL	2692608	1132793	25613	26435	4642	30368	68878	105313
1989 TOTAL	2746894	1286994	30991	28550	6630	31107	92117	128563
1990 vs '89	98.02	88.02	82.65	92.59	70.02	97.62	83.88	81.92

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

REGISTRATIONS FOR THE STATE OF CONNECTICUT ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	69645	.90	43340	.51
CHEVROLET STORM	75932	.98	54964	.65
DODGE COLT DL/SW	17356	.22	26542	.31
DODGE COLT VISTA SW	2214	.03	6111	.07
DODGE STEALTH	525	.01	-	-
EAGLE SUMMIT	11440	.15	17443	.21
FORD FESTIVA	46720	.60	60611	.71
GM LOTUS	141	-	221	-
MERCURY CAPRI	4568	.06	-	-
PLYMOUTH COLT DL/SW	15757	.20	24830	.29
PLYMOUTH COLT VISTA SW	2163	.03	5664	.07
PONTIAC LEMANS	34331	.44	45226	.53
OTHERS	7840	.10	21112	.25
TOTAL DOMESTIC SPONSORED IMPORTS	288632	3.74	306064	3.60
OTHER IMPORTS				
ACURA	118987	1.54	122014	1.44
AUDI	18016	.23	16685	.20
BMW	49965	.65	55955	.66
HONDA	607064	7.86	557669	6.57
HYUNDAI	113318	1.47	164050	1.93
INFINITI	15870	.21	3	-
ISUZU	4203	.05	14993	.18
JAGUAR	15088	.20	15744	.19
LEXUS	49170	.64	4579	.05
MAZDA	191462	2.48	192719	2.27
MERCEDES BENZ	60512	.78	61719	.73
MITSUBISHI	120709	1.56	80708	.95
NISSAN	356875	4.62	408392	4.81
SAAB	22128	.29	29888	.35
SUBARU	90104	1.17	121436	1.43
TOYOTA	599982	7.76	567459	6.68
VOLKSWAGEN	108154	1.40	107695	1.27
VOLVO	78937	1.02	85929	1.01
OTHERS	33521	.43	46460	.55
TOTAL OTHER IMPORTS	2654065	34.34	2654097	31.26
GRAND TOTAL ALL IMPORT CARS	2942697	38.08	2960161	34.86
NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)				
DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	10290	.25	26066	.60
DODGE-RAIDER	1445	.04	7891	.18
CHEVROLET GEO TRACKER	28112	.69	8176	.19
OTHER IMPORTS				
ISUZU	86849	2.13	81020	1.87
MAZDA	103456	2.53	99819	2.30
MITSUBISHI	35774	.88	33681	.78
NISSAN	140539	3.44	125822	2.90
SUZUKI	12265	.30	24420	.56
TOYOTA	233969	5.73	229592	5.29
VOLKSWAGEN	5540	.14	4148	.10
OTHERS	7017	.17	3746	.09
TOTAL OTHER IMPORT TRUCKS	625409	15.30	602248	13.87
GRAND TOTAL ALL IMPORT TRUCKS	665255	16.28	644381	14.84

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

OCTOBER 1990 ISSUED 12/90

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R. L. POLK & CO.

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NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	79426	.94	47682	.52
CHEVROLET STORM	80418	.96	58332	.64
DODGE COLT DL/SW	19007	.23	28930	.32
DODGE COLT VISTA SW	2479	.03	6556	.07
DODGE STEALTH	1505	.02	-	-
EAGLE SUMMIT	12251	.15	18494	.20
FORD FESTIVA	50080	.60	65087	.71
GM LOTUS	151	-	233	-
MERCURY CAPRI	5849	.07	-	-
PLYMOUTH COLT DL/SW	17391	.21	27057	.30
PLYMOUTH COLT VISTA SW	2371	.03	6082	.07
PONTIAC LEMANS	36261	.43	46755	.51
OTHERS	8217	.10	22255	.24
TOTAL DOMESTIC SPONSORED IMPORTS	315406	3.75	327458	3.58
OTHER IMPORTS				
ACURA	127815	1.52	132315	1.44
AUDI	19413	.23	18233	.20
BMW	54808	.65	60321	.67
HONDA	654734	7.90	608252	6.64
HYUNDAI	123310	1.47	176887	1.93
INFINITI	18343	.22	163	-
ISUZU	4961	.06	15652	.17
JAGUAR	16270	.19	17217	.19
LEXUS	54382	.65	7520	.08
MAZDA	205717	2.45	208441	2.28
MERCEDES BENZ	65198	.78	67451	.74
MITSUBISHI	129787	1.54	89821	.98
NISSAN	389336	4.63	446402	4.87
SAAB	23807	.28	31710	.35
SUBARU	97864	1.16	129851	1.42
TOYOTA	652892	7.76	619043	6.76
VOLKSWAGEN	115896	1.39	117434	1.28
VOLVO	84482	1.00	93371	1.02
OTHERS	36283	.43	50804	.55
TOTAL OTHER IMPORTS	2886298	34.32	2891458	31.57
GRAND TOTAL ALL IMPORT CARS	3201704	38.07	3218956	35.15

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	11172	.25	28215	.60
DODGE RAIDER	1466	.03	8761	.19
CHEVROLET GEO TRACKER	30930	.70	9426	.20
OTHER IMPORTS				
ISUZU	94672	2.14	90376	1.92
MAZDA	112413	2.54	108106	2.29
MITSUBISHI	38339	.87	36751	.78
NISSAN	152381	3.44	136480	2.90
SUZUKI	13292	.30	26212	.56
TOYOTA	255157	5.76	251701	5.34
VOLKSWAGEN	5940	.13	4578	.10
OTHERS	7616	.17	4109	.09
TOTAL OTHER IMPORT TRUCKS	679810	15.35	658313	13.97
GRAND TOTAL ALL IMPORT TRUCKS	723378	16.33	704715	14.95

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801821
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195